REGIONAL EXCHANGE

August 1966

An information service by
CITIZENS FOR REGIONAL
RECREATION AND PARKS
126 Post Street, Room 607
San Francisco, Calif. 94108

THE LIVES OF VIRTUALLY EVERYONE in the Bay Area will be affected by regional planning programs now underway. These programs deal with the future of San Francisco Bay, the use of land in the Bay Area, the need for adequate transportation. . .

BECAUSE THESE PLANNING PROGRAMS are not sufficiently understood, and because they will be effective only if they receive strong public support,-- EXCHANGE will summarize in this and future issues the new ideas and little known facts that are being presented to the various agencies of government.

THESE AGENCIES INCLUDE the Bay Conservation and Development Commission (BCDC), the Bay Area Transportation Study Commission (BATSC), the Bay-Delta Water Quality Control Program (BDWCP), the Association of Bay Area Governments (ABAG). . .

THIS ISSUE BEGINS with a summary report on the "TIDES OF SAN FRANCISCO BAY." The report was prepared by the staff of the Bay Conservation and Development Commission from a technical report by Bernard Smith, BCDC staff engineer and former director of Bay studies for the Army Corps of Engineers.

AS WE INITIATE THIS SERVICE we hope that you, who read, will become an active partner with us in this campaign for REGIONAL COMMUNICATION.

MANY OF US HAVE LONG TALKED OF THE NEED for a single, effective, regional, citizens education and action group. Through "EXCHANGE" we hope to unify our efforts. Your response is the measure of our success. Read about what you and your organization can do on page 4.

TIDES OF SAN FRANCISCO BAY

TWICE A DAY the powerful Pacific tides surge through the Golden Gate to spread out over 400 square miles of Bay surface. The tides and currents provide an enormous circulation system almost as important to life in and around the Bay as the blood stream is to a human being.

THE TOPOGRAPHY OF THE BAY FLOOR -- in some places a shallow shelf, in others, a deep ravine -- and the variations in the Bay shoreline, cause the tides to flow faster to some points than to others. The power of rushing water is greatest at the Golden Gate . . . see map.

THE TIDAL CREST IN THE NORTH BAY moves with speeds quite different from those in the South Bay. As a result, toward the end of the flood tide in the North Bay, the tide will already have begun to ebb in the South Bay. Water

from the South Bay will thus flow directly into the North Bay, a tidal flow that is important to circulation of the South Bay waters.

SIMILARLY, TOWARD THE END OF THE EBB TIDE IN THE NORTH BAY, the tide will have started to rise in the South Bay and North Bay waters will flow directly into the South Bay. Fresh waters from the Sacramento and the San Joaquin Rivers flow into the South Bay at this time in the tidal cycle, helping to dilute the relatively stagnant water of the South Bay.

TIDAL CURRENTS IN THE BAY form a complex pattern of swirls, eddies, whirlpools, boils -- and placid backwaters ... For example, directly west of Angel Island, a clockwise rotation of the surface currents occur. And a slowly swirling current off Albany shoreline results in an accumulation of debris.

AT TIMES IN THE TIDAL CYCLE, the currents may be flowing both upstream and downstream at the same time. Fresh water from the Sacramento and San Joaquin Rivers may be flowing out toward the Golden Gate while a heavier layer of salt water from the ocean flows upstream beneath the fresh water!

THE MOVEMENT OF THE TIDES AND THE FLOW OF FRESH WATER from the Sacramento and San Joaquin Rivers are of critical importance for the survival of fish and wildlife and for the breakdown and flushing of sewage, industrial wastes and other pollutants in the Bay. Loss of these functions of the Bay would be costly, both in dollars and in human enjoyment.

THE NEEDS OF FISH AND WILDLIFE AND POLLUTION CONTROL ARE MET BY 1) the oxygen dissolved in the water, 2) the flushing action of the tides, 3) the variation of the amount of salt in the water.

OXYGEN: WATER CARRIES DISSOLVED OXYGEN and fresh water carries about 20 to 30 per cent more oxygen than salt water. Fish and other marine life need oxygen in the water to breathe. The oxygen in the water is also essential to decompose the millions of gallons of sewage and other wastes that are dumped into the Bay every day (just as oxygen is necessary for fire to consume wood.)

THE WATERS OF THE BAY NOW HAVE AN AVERAGE range of 6.8 to 9.5 ppm of oxygen per million parts of water. Fish and marine life need water with an oxygen supply of at least 4.5 ppm to survive. This leaves only an average range of 2.3 to 5 ppm of oxygen in the Bay waters to break down wastes and prevent the Bay from becoming polluted.

ALREADY WASTES IN THE BAY ARE CONSUMING A CONSIDERABLE AMOUNT of the available oxygen. It is in the South Bay, however, that the situation is most serious ... one reason being that there are no major rivers flowing into the south Bay to provide flushing action. A result of this, is a demand for increasingly expensive sewage treatment facilities so that less oxygen in the Bay waters will be needed to decompose wastes.

THE BAY GETS SOME OF ITS OXYGEN from the fresh waters of the rivers, particularly the Sacramento and the San Joaquin Rivers that flow into the North Bay. But the primary sources of oxygen are these: 1) Churning waves trap oxygen from the air; 2) The water surface absorbs oxygen from the air; 3) The exposed mud flats absorb oxygen while the tide is out and transfer it

to the water when the tides come in; 4) Aquatic vegetation produces oxygen and exhales it into the Bay waters.

THE AMOUNT OF OXYGEN IN THE BAY IS THUS largely determined by the area of surface water that sweeps in and out with the tides . . . This top layer of Bay is only about one-fourth of the total volume but it is this fourth that covers and uncovers the valuable mud-flats, nourishes the marsh grasses and underwater plants and traps oxygen from the air.

SALT: THE WATERS OF THE BAY PROVIDE A gradual change from the salt of the ocean to the fresh flow of the Sacramento and San Joaquin Rivers. This gradual change appears necessary for the survival of fish such as salmon and bass; an abrupt change would probably result in a high death rate. In addition, the shrimp, anchovies and herring upon which the bigger fish feed, also adapt to different amounts of salt in the water -- so the salmon have the right diet at the right time as they progress upstream to their spawning grounds. Finally, the fingerlings going to the ocean need a gradual change to salinity from the fresh water in which they are born to the salt water in which they will spend their adult lives.

IN 1850 THE TOTAL AREA OF SAN FRANCISCO, SAN PABLO AND SUISUN BAYS WAS ALMOST 700 square miles. By 1958 it was reduced to 435 square miles at mean sea level -- probably 400 today.

WITH 40 PER CENT OF THE SURFACE OF THE ORIGINAL BAY ELIMINATED, the ability of the Bay to absorb oxygen from the air has been reduced by 40 per cent. The amount of water that flows in and out of the Bay with the tides has also been reduced by about 14 per cent.

FILL TO THE 6 FOOT MARK WOULD REDUCE THE BAY'S ABILITY TO ABSORB OXYGEN BY 47 per cent. Fill to the 6 foot depth in the South Bay would reduce the speed of currents by 75 to 90 per cent, leaving the South Bay still and stagnant... For the most part, tides in the South Bay right now simply cause the water there to rock up and down, like water in a tub, with very little circulation and flushing action.

TESTS MADE ON THE BAY MODEL SHOWS THAT IF A POLLUTANT ENTERS THE Bay at Alviso, it takes 10 days of tidal action to carry it as far as the S. F. Airport -- 20 days to the Golden Gate. The Army Engineers estimate that even if no additional pollutants were placed in the South Bay, it would take several years to flush out what is already there!

REGIONAL EXCHANGE
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10

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SMALL FILL PROJECTS AND EVEN PIERS BUILT ON PILINGS can have important effects on the Bay causing adjacent areas upstream and downstream to fill with silt... Dams built on northern California rivers have already reduced the flow of the Sacramento-San Joaquin Rivers to about half their original flow into the Bay. The California Water Plan, which will transport water from northern California to the southern part of the State may further divert as much as 80 per cent of what remains... reducing oxygen and increasing salt...

WE NEED TO HAVE FACTS ABOUT THE BAY BEFORE WE CAN EXPECT ACTION. Here is your chance! You can make regional communication a chain-reaction -- a veritable explosion of information.

DO YOU KNOW ANY ORGANIZATION -- a rod and gun club, a science class, a Chamber of Commerce, a Lion's Club, a garden club, a business or professional group or your own firm -- willing to send this fact sheet to its members every month for a year at a nominal cost? Copies can be sent at the rate of 50 for 1 dollar, 500 for $10 a month.

SEVERAL ORGANIZATIONS ARE NOW COOPERATING to send out this news Exchange. If you get more than one copy you can either let this office know or, better, slip it into an envelope and send it to a public official with a notation on it from you like "Thought you would be interested."

For ordering copies or sending other information, please use the address below:

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CALIFORNIA ROADSIDE COUNCIL, INC.

(A Non-profit Organization)

This is to certify that

Progressive Club of Stinson Beach

is an organization member of the California Roadside Council, Inc. for the year ending Oct. 1967.

Helen B. Reynolds

President

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO . 94132 . 681-6189

THE BULLETIN
Winter Issue, February 1, 1966.

THE GOVERNOR'S MEDAL FOR ACCOMPLISHMENT IN THE PROMOTION OF ENVIRONMENTAL BEAUTY

was awarded to six civic organizations during the Conference on California Beauty held last month in Los Angeles. One of the organizations so honored was the CALIFORNIA ROADSIDE COUNCIL.

Your president, who accepted the award, wished earnestly that all CRC members could personally have joined in the acceptance, for each one who contributes to the CRC program has reason to share in this recognition.

This is an occasion to salute PAST PRESIDENTS, each of whom has left his mark on our record of endeavor and of progress. Mrs. Charles N. Felton, the indomitable little lady who assembled the first small band of crusaders, in 1929, adopting the name of California Roadside Council, is no longer living, nor is our first Honorary President, Mrs. William Kent, Sr., but their influence lives on. Presidents since Mrs. Felton's time have included Albert J. Evers, Edgar Bissantz, Joseph S. Thompson, John W. Broad, Lawrence Livingston, Jr., Bailey Justice, William Penn Mott, Jr., and William D. Evers. (A generation is represented, for Bill Evers is Albert Evers' son.) Your present president did an earlier stint also, following Edgar Bissantz. Although one hesitates to mention others by name (since the list might run into hundreds and one still would not know where to stop) a certain few who have given many long years of hard-working service in various responsible offices certainly should be saluted also - for example, Yale Maxon, James G. Hupp, Mrs. Ernst Baerwald and the late Howard Moise.

The medal presented to the SAVE-SAN-FRANCISCO-BAY ASSOCIATION (another of the six civic groups) was received by its president, William Penn Mott, Jr., our own past president of a few years back. Bill's honors come thick and fast - every one of them well deserved. Since receiving the Governor's medal, he has received also the Medal for Excellence in Design and Development awarded by the American Institute of Park Executives, another organization which he once served as president.

The others of the six civic groups awarded the Governor's medal were: SAVE-THE-REDWOODS LEAGUE (Newton B. Drury, Director); the SIERRA CLUB (William E. Siri, President); the CALIFORNIA CONSERVATION COUNCIL (Dr. Pearl Chase, founder and Honorary President) and LOS ANGELES BEAUTIFUL (Mrs. Valley Knudsen, Chairman.) SUNSET MAGAZINE (L. W. Lane, Publisher) was awarded the medal also. (We are proud that these are familiar names on our rolls of members and cooperating groups.) The City of FRESNO was honored for its excellent project of downtown renewal, of which its new mall is the initial completed accomplishment.

Three distinguished citizens (all members of CRC) - Margaret Wentworth Owings, Senator Fred S. Farr and Ansel Adams - were awarded citations for their personal contributions, over many years, to the cause of conservation and scenic beauty.

The Conference Advisory Committee, graciously presided over by Co-Chairmen Mrs. Edmund G. Brown and Charles S. Jones, included many CRC members, as did also the list of panelists. Finally, credit for executive direction of the conference goes to Norvell Gillespie, who for several years was a member of our Board.

Now, having expressed our pleasure over being so well represented, we should give a report on the conference itself. Before doing so, one explanation. Invitations to the conference were issued from the Governor's Conference Office, the number presumably appropriate for the available conference space. Included were official representatives of all California cities and counties, planning commissions, many state and local park, highway and other officials, and known leaders of state-wide and region-wide professional and civic organizations directly concerned with the beauty of California. It was a good representative audience. Another time, however (if this becomes an annual event, as it may), there may be more opportunity for the public at large to attend. We believe this would be desirable.

What did the conference accomplish? Perhaps it is too soon to give an answer. At any rate, some of the panels' recommendations are of interest to CRC members, and, we hope, will bring certain needs for new state legislation to the Governor's attention.

GREEN BELT AND OPEN SPACE PRESERVATION is a cause affecting the roadside as it affects the total environment. It received intensive attention. In more than one panel interest was focused on the need for reform in assessment rules. Zoning alone is clearly inadequate to save agricultural and undeveloped lands from being forced out by the soaring tax rates that follow "leapfrog" tract development. Needed at once is promotion of open space easements with consequent assurance of low assessment rates. Mrs. Homer Boushey's epigram summed up this high-priority need. "Without this tax relief," she said, "the only real land use planner is the Assessor."

PARKS VERSUS THE LUMBER INDUSTRY and PARKS VERSUS THE FREEWAY produced their usual hard-hitting controversy, all points of view being clearly defined by their protagonists. A National Redwood Park, however, was recommended. So was legislation to make parks off-limits for freeways, power dams and overhead power lines. A one-cent gas tax increase during summer months (the months of tourist travel) was suggested, to help finance park and recreation expansion.

"ROADSIDES - WHAT CAN WE DO TO IMPROVE THEM?" was the subject of a panel chaired by Edwin L. Z'berg, Chairman of the Assembly Committee on Natural Resources, Planning and Public Works. Represented were the design professions, the planning profession, the scrap-metal industry, the outdoor advertising industry, and the CRC. Needless to say, recommendations (as in several other panels) were not unanimous on all points. Discussion was naturally focused on state implementation of the federal Highway Beauty Act, and - also naturally - the most controversial issue was related to outdoor advertising. The panel voted unanimously to recommend that legislation be put on call to make California law conform to the federal Act, but on two points a negative vote was cast by Ross Barrett, president of Foster & Kleiser. These two points were: (1) recommendation that the proposed state bill should apply to all state highways (not only primary highways, as the federal law requires) and (2) recommendation that the state bill should stipulate that payment of compensation upon removal of fully amortized non-conforming billboards is contrary to practice and theory in this state;

that compensation will be paid only insofar as it may be found necessary for conforming to federal requirements; and that any such payment is not an admission of lack of authority to require such removal under the police power and without compensation. Mr. Barrett registered minority dissent.

Mr. Barrett's presentation centered about a proposal that under some kind of government sponsorship experimental pilot projects be undertaken, making use of new types and designs of advertising signs, to demonstrate the extent to which outdoor advertising can be made more widely acceptable in commercial and industrial areas. The panel agreed that such experimentation was desirable. The CRC position was, however, that government should have no part of it. Danger would lie in the tendency to use this project as a diversion away from the basic and still immediate need for restrictive legislation (zoning and otherwise). Why call on government, anyway? A favorable demonstration, produced by outdoor advertisers themselves, would be a good business move for their own benefit, and one which they could well afford to execute.

Other recommendations from this same panel concerned the use of the newly authorized federal-aid funds available for purposes of roadside beauty. They should be applied with imagination and vision, making use of the procedures of scenic easement and development rights acquisition, and of purchase of additional right-of-way land for scenic and recreational purposes. Definitely these funds should be used for additional roadside protection and development - not as substitute financing for the planting, roadside rests, etc., already provided for in the state highway budget.

All recommendations - of which those mentioned are only a few - were presented to the Governor. They will also be published and eventually will be available to the public. If even a few of the items recommended are put on special call, for consideration in the 1966 "Budget Session" of the Legislature, this will be, from our standpoint, an important legislative year. (No items unrelated to the budget can be introduced in this session except as the Governor places them on "special call".) It is generally believed that he will call for billboard-junkyard-roadside-beautification legislation, to make California law conform to the new federal requirements. The big controversy, then, may be over the compensation feature.

THE COST OF SUCCESSFUL LEGISLATION

There is only one way to get state legislation enacted if opposed by a well-financed, organized group. That is by working the field as effectively as the opposition works it. To do so is a full-time, year-round job, and to have it done well takes money. It also takes concerted action showing unified determination of large numbers of voters.

These two essential factors - FUNDS FOR CAPABLE ON-THE-SPOT LOBBYING, and COORDINATION between MANY GROUPS AND THOUSANDS OF VOTERS - were responsible, last year, for some big steps forward (the Z'berg "package", the parkways bill, etc.). This year and next there will be much more to be done.

IT TOOK MANY YEARS of inch-by-inch progress to teach us how to advance by greater strides. A year ago we knew the time had come. We called for a working alliance of all civic groups whose aims had a common denominator in concern for scenic resources and environmental beauty. "What do we need," we asked, "to get the legislation we all want, enacted in Sacramento?". The answer was unanimous: "WE NEED TO POOL OUR RESOURCES AND HAVE A YEAR-ROUND LOBBY."

AND SO WAS FORMED THE PLANNING AND CONSERVATION LEAGUE FOR LEGISLATIVE ACTION.

Though barely organized and still in formative stage last spring, the League demonstrated its ability to help legislation through, with more power than had been shown in previous years by its component groups each working on its own.

THE PLANNING AND CONSERVATION LEAGUE in a sense is the CRC's own godchild. It was our own legislative fund, contributed by CRC members, that had made possible the engaging of John Zierold for a limited period to represent us in Sacramento. Now he became the representative of the larger alliance and on a year-round basis - thus doubly effective. CRC funds, pooled with others, helped largely to keep the League in operation during its formative period. Never have we made a better expenditure in the interest of good legislation.

THIS REVIEW IS FOR A PURPOSE. It is to clarify once more the relationship between the CRC and the League, and to explain again the plan for financing legislative programs. In past years, whenever roadside issues were at stake in a legislative session in Sacramento, the CRC has called on its members to contribute to its current legislative fund. The response has been splendid. We have had enough to engage a representative for several months at a time, and for a single group like ours, this was doing very well.

BUT THROUGH THE PLANNING AND CONSERVATION LEAGUE, WORKING WITH OUR ALLIES, WE CAN DO EVEN BETTER, as last year's good record shows.

The CRC at present is NOT calling for special legislative contributions. INSTEAD we are asking that when you receive such a call from the PLANNING AND CONSERVATION LEAGUE FOR LEGISLATIVE ACTION, you give it the same attention and the same generous response that you always have given the legislative fund of the CRC. Remember, the League is taking over a large part of the legislative work in Sacramento which the CRC has tried formerly to do alone -- and if we all support it fully, the LEAGUE CAN GET EVEN BETTER RESULTS, WITH THE SAME GOOD LEGISLATION. TO GIVE TO THE LEAGUE IS TO GIVE TO THE LEGISLATIVE PROGRAM OF THE CRC.

ON THE LOCAL SCENE....

With our Sacramento interests well handled through this cooperative plan, we can keep better abreast with the challenging developments in all parts of California. Your hard-working president often turns out as many as twenty long letters a day, replying to requests for advice, help or information on local problems. Bertha Eberhard, our efficient office secretary, meanwhile stacks up her own letters twice as high, sending out reprints, handbooks and sample excerpts from ordinances upon request. Things are happening, these days, most of all on the local scene. For example....

The recent issuance of the official state manual on standards for Scenic Highways has started some lively action.

...Preliminary Scenic Highway studies are being made by the Planning Department of Alameda County, where previously little interest in roadside protection had been in evidence. (A CRC committee has been encouraging such action.)

...An officially appointed Regional Planning Committee (in which the CRC is represented) is working closely with the San Mateo County Planning Department to develop a Scenic Highway Zoning formula for the Skyline Boulevard. The problem is to find one reasonably acceptable to local property owners, yet adequate to preserve the superb rural beauty of the corridor. First try was deadlocked but a new approach is being worked on. San Mateo County hopes to qualify the Skyline to become the second route

approved as an Official State Scenic Highway. The first one is the coastal road (State Route 1) in Monterey County.

...Monterey County planners are being asked by communities elsewhere to tell their success story - how they managed to get scenic easements, low-density zoning and exacting regulations for building and the treatment of land in their Scenic Conservation zoning districts - the sum total of these accomplishments having made their coastal road the model for the State Scenic Highway System.

...Santa Clara County's proposed Scenic zoning is being considered (and is having rough going) in public hearings. Citizens for Parks and Open Spaces (a local group) and CRC representatives are active in support of the proposal.

...Mayor Thomas B. Inglis of Monte Sereno is asking Santa Clara County for Scenic zoning on the Saratoga-Los Gatos road outside the Monte Sereno city limits.

...The City of Modesto and Stanislaus County have succeeded in banning billboards along the planned West Side Freeway all the way across the county. Fresno County also has zoned its part of the same freeway with a view to keeping it scenic.

...The San Diego City Council extended the "Scenic" designation to sections of Interstate 5 and U.S. 395 previously excluded from this designation -- without a voice being raised in protest. (Involved is billboard removal within 3 years.) Recalling the furious billboard battle in that city only a few years ago, one realizes what progress has been made. It is chiefly due to the constant work of Citizens Coordinate (and the CRC was an ally).

...Pasadena has tightened the height limit in its billboard ordinance.

...More and more cities are demanding that utility lines be placed underground, at least in certain districts. Monterey, Seaside and Modesto are recent examples. The American Institute of Architects is one of the organizations leading the fight in some regions, notably Orange County.

...Roadside fruit-stands in Santa Clara County now have a limit on the number of signs they can show. (The limit, however, is still too liberal.)

...All billboards in Pomona, except those in manufacturing zones, will come down next October.

...ITEM FROM THE SANTA BARBARA NEWS-PRESS: On the recommendation of California historical societies, the Santa Barbara County Supervisors have authorized appointment of an advisory landmark committee. One of its duties will be to work with the County Counsel to develop an ordinance protecting the county's historic sites and landmarks.

...FROM THE SALINAS CALIFORNIAN: The Planning Commission yesterday reaffirmed its decision that billboards along Highway 101 in North Monterey County must come down by May, 1966. The signs - more than 60 of them - became non-conforming last May when much of the North County was rezoned. The Ryan Outdoor Advertising attorney, speaking for owners of billboards, said his client "apparently is the only company that has the courage to appear and put its head in the lion's mouth." The "lion" in this case was the Planning Commission and the California Roadside Council, representatives of which were on hand for the hearing.

NOTES FROM ALL OVER....

...A WELCOME WINDFALL OF ASSISTANCE has been offered to Roadside Councils (there are 39 in all) and to national groups cooperating with them in matters of federal action for roadside improvement. Two well established organizations based in Washington, D.C. -- the CONSERVATION FOUNDATION and the CITIZENS COMMITTEE FOR NATURAL RESOURCES -- will, between them, serve as a National clearing house of information and furnish a share of services of a legislative advocate on Capitol Hill. For the latter service we would each make a merely nominal contribution to the Committee for Natural Resources, as a small share of payment for professional work involved. Now that the Federal government is playing an important part in roadside improvement, this direct contact with Washington is of the utmost importance.

We hope all Roadside Councils and allied groups will cooperate fully. To Mrs. Cyril Fox experienced leader of the Pennsylvania Roadside Council, goes credit for exploring sources of such help and explaining our common need for it. To the Conservation Foundation and the Citizens Committee for Natural Resources the CRC extends our deep gratitude for their generous offer.

...REQUESTS FOR INFORMATION and for our handbooks come from far beyond our own state borders. The latest such request is from the National Parks Authority, Tel Aviv, Israel.

...A RENEWED EFFORT to make LITTER CONTAINERS STANDARD EQUIPMENT in motor vehicles -- preferably as a voluntary move by the manufacturers -- otherwise by legislation -- is suggested by CRC to the national organization, KEEP AMERICA BEAUTIFUL. We hope other groups will lend their influence.

...A PUBLIC OPINION POLL conducted by the San Francisco Chronicle by questionnaire to its readers on the subject of the federal Highway Beauty Act, produced interesting results. Most significant was the percentage of answers to the following: Please indicate what degree of importance such a program has for you: (a) This is an urgent problem to which high priority should be assigned: YES - 85%; NO - 6%; NO OPINION - 9%. On the more difficult question (b) comparing the importance of this issue to all other domestic problems facing the nation, 65% expressed NO OPINION, but of those who voted, 16% believed the beauty issue should have top place, and only a few more - 19% - rated its priority lower than other domestic issues. The questionnaire had reviewed the contents of the Highway Beauty Act -- scenic conservation, landscaping, screening of junkyards and eliminating billboards from all but commercial and industrial areas.

ANOTHER MESSAGE FROM MRS. LYNDON BAINES JOHNSON....

In addition to the enclosed, another letter from Mrs. Johnson has just been received, replying to our most recent expression of concern over the "compensation" provision in the Highway Beauty Act. The main part of her letter follows:

> "Secretary Connor advises me that he has not received a legal opinion as to the meaning of the compensation provisions in the Act. It would seem advisable for us to wait until that opinion is available before we decide what further action might be needed.
>
> "As you know, the Administration opposed the compensation provisions added to the Act. However, it is the responsibility of Secretary Connor to determine what those provisions mean and carry out the intent of the Congress."

Through another source in Washington, we are told that an opinion from the General Counsel's office of the Bureau of Public Roads is expected momentarily.

Bulletin Editor, Mrs. Ralph A. Reynolds
Assistant, Miss Rebekah Young

MIDNIGHT WOODSMEN FELL TREES LINING FREEWAYS

LOS ANGELES, Dec. 3 (AP) —The state claims stealthy midnight woodmen, using power saws that make Paul Bunyan seem a piker, are felling the trees lining Southern California's freeways—usually leaving clear, unobstructed views of billboards.

And the state has an ax to grind with the phantom woodcutters.

"It's irritating," said Edward T. Telford, district engineer for the State Division of Highways.

"We used to have only one case of this a year. Lately we've been getting a rash — an epidemic," he said yesterday.

Thumbing through a stack of photographs of tree stumps, Telford said that four out of five times, "the obvious beneficiary was a billboard company."

The billboard companies however, disagree. Retorted one executive:

"We have never cut down any trees. Occasionally, with permission, we have topped some trees. We feel the trees have been cut with the intent to cause problems for us."

Asked whom he had in mind, he replied:

"Individuals who absolutely hate us, a minority with a lot of idiosyncracies who will do anything to create a disturbance and have the papers come out and blast the billboard companies."

What type individuals?

"Garden clubbers, do-gooders with a platform of down with the billboards."

Telford said the tree-cutting epidemic started last May 17. Selecting a picture, he said, "Look how they murdered this eucalyptus tree and left an ugly stump eight feet high."

Shown in the background were high signs advertising a service station.

Telford gave these other examples:

Sept. 24—Four 20-year-old pepper trees along the Ventura Freeway were felled, benefitting signs for a housing development.

Oct. 15—A 25-foot elm tree was felled near the Long Beach Freeway, benefitting an automobile sales sign.

Nov. 9—Birch and elm trees were felled near the Santa Ana Freeway, again giving a billboard better exposure.

PITTSBURGH POST-GAZETTE

As Others See Us

WHAT FEATURE of the American landscape first captures the attention of a European architect visiting in this country? Is it the imposing skylines of our major cities, the networks of awesome expressways, the endless tide of automobiles?

No, it is none of those, if we may accept the word of David Lewis, who came to Carnegie Tech from England last summer as Mellon professor in the Department of Architecture.

The first thing, according to Mr. Lewis, is "the anachronism of this wealth of design and performance [buildings, highways, automobiles] being destroyed by the insensitivity of that anarchy of advertising graphics with which you impregnate and surround your cities.

"I am staggered not only by the fact of visual litter on such a gigantic scale but by your general insensitivity to what it is and what it means . . ."

* * *

2 Sunnyvale Daily Standard

SAN JOSE (CNA) — Pressure on local legislative bodies is the only way out of the morass of smog, concrete and billboards.

"Government is not going to make policies on open space unless there is pressure," County Planning Director Karl Belser told a committe for open space and land conservation yesterday. "Drag your requests into the chambers where policies are made."

doris fleeson

WASHINGTON — Mr. Lyndon Johnson has made "beauty" a good word in politics today except possibly in the House of Representatives, many of whose members seem to prefer to put their trust in billboards.

What he is up against was illustrated by one Congressman, besieged in his office by a series of conference calls from billboard lobbyists. The Congressman emerged chanting his own timely version of the Joyce Kilmer lines:

"I think that I shall never see
So many billboards promised free."

By Mary Hornaday
Staff correspondent of
The Christian Science Monitor

New York

Many gasoline filling stations in the United States are unsightly. But the oil industry is moving to beautify them.

Recently S. D. Breitweiser, executive vice-president of Citgo, formerly Cities Service, pointed to the new federal highway beautification act and warned that another law might soon be enacted requiring service stations to screen or beautify their properties. He said it would be better for the oil industry to act now than to be put on the defensive by Congress.

Santa Ynez Valley News, Solvang, California
Thursday, April 2, 1964 edition

Random Thoughts By PAUL SQUIBB

Camping on the perimeter is not so much fun as camping in the very heart of wild country.

But camping on the perimeter of a patch of unspoiled wilderness is a whole lot better than camping on the perimeter of a spoiled wilderness.

The tide of outdoor recreation is rising fast around every wild or semi-wild spot in the country. Wherever a road may be opened into virgin territory, there is tourist-pressure enough to force a stream of motor vehicles to the very end of the road, no matter how far or how high it may go.

We had better learn to be satisfied with camping on the perimeter of roadless areas. For the vehicles that rush in, whenever a road is opened, cannot all be first. Late comers will forever find themselves camping on the perimeter of glorified parking lots, instead of camping on the perimeter of wilderness.

CALIFORNIA ROADSIDE COUNCIL

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COPY

October 19, 1966

Mr. Rex Whitton
Federal Highway Administrator
Bureau of Public Roads
U. S. Department of Commerce
Washington, D. C. 20235

Dear Mr. Whitton:

Because this necessarily will be a long letter, I am going to put it under headings for easier reference. I must begin with a certain amount of review, but this will lead up to new comment.

BACKGROUND

You may recall that the California Roadside Council officially (and I personally) made every possible effort, in 1965, to recruit citizen support for the Highway Beautification Bill in Congress, especially among Roadside Council and Garden Club groups, whose support in the early period had been rather less than half-hearted.

The CRC went all-out in this effort, because (contrary to most of these groups) we were deeply committed to the belief, first, that lack of strong citizen support of this legislation -- the first of its kind ever to become an Administration measure -- would be disastrous, indicating to the President that his espousal of the cause of roadside beauty had been a political error. We believed, second, that the billboard-control formula was basically capable of constructive development through standards and interpretations yet to come which could (and should) bear out the basic purpose of the bill -- namely, effective control for the furtherance of highway beauty.

Although some groups similar to ours had viewed the "commercial and industrial" exceptions as rendering the bill practically useless to their own local programs, the California Roadside Council took the opposite position. Recognizing the powerful influence of the outdoor advertising industry, and recognizing the wide diversity of character in the various areas covered by the bill, we believed that if the bill itself had not carried the "commercial and industrial" exception, some such exception would inevitably be amended into it before it could make any headway in Congress.

Our support of the bill in the form in which it was presented to Congress and our all-out effort to generate support were based

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City of Pleasant Hill, Planning Dept.
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Serials Dept., General Library, Univ. of Calif.
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Ski Hut, Berkeley
Skyline Garden Club, Oakland
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Southern Calif. Planning Congress
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Women's Civic Club of Solana Beach
Women's Club of Loomis
Woodford & Bernard, Los Angeles
Woodside-Atherton Garden Club
Yosemite Park & Curry Co.

necessarily on a degree of faith -- faith in the possibility of guaranteeing that states and their subdivisions would retain their full right to regulate outdoor advertising more restrictively, and faith that no development would be permitted within the new formula which would create any practical obstacle in enforcement of these more restrictive regulations.

Without such proviso, no champion of highway beauty and roadside control could possibly support a federal bill requiring that a "commercial and industrial" exception be generally applied. Wherever billboard control has been established effectively, it has been based on the sound principle that in certain types of commercial or industrial zones, or along highways of a certain character regardless of zone classification, billboards must be prohibited. In a minimal formula, the "commercial and industrial" exception can stand. But alone, and unless supplemented locally by far more selective and discriminating regulations, that minimal formula would mark a step backward instead of forward. Hence the necessity of the proviso.

In supporting the bill we also had to have faith in the Bureau of Public Roads, for much of the measure's effectiveness would depend upon interpretation and standards ringing true to the avowed basic purpose -- namely, highway beauty.

In summary, then, we and all others of similar motive who supported the bill's outdoor advertising control section, did so on faith that its passage through Congress would involve (1) guaranteeing of state and local rights to regulate more restrictively; (2) no serious obstacle to the employment of such rights or to enforcement of the more restrictive state or local regulations; (3) development of standards which would truly produce effective control consistent with the bill's avowed purpose.

THE COURSE OF EVENTS

On one point only our urgent demands (and those of local government) were heard. An early amendment to the bill did guarantee the right of state and local governments to regulate outdoor advertising more restrictively.

From there on, however, our faith was shaken to its foundations.

First, the "just compensation" amendment was accepted as the price of the bill's passage. Of all possible obstacles to state and local governments in exerting their "right to regulate more restrictively", this was the one we most dreaded; it is utterly destructive. For a full explanation of this latter extreme but true statement, see the attached copy of my recent letter addressed to Mrs. Sharon Francis, following a personal conversation at Governor and Mrs. Brown's recent dinner for Mrs. Johnson.

Second, the revised draft of tentative standards produced after nationwide hearings were a serious disappointment. We realize, of course, the difficulty of arriving at decisions, and we do not criticize anyone's motives, but the fact remains that the latest draft we have seen was still a severe disappointment. In important respects, they fall so far short of representing truly the avowed purpose of the Act that it is hard to see their relationship to it. They indicate far more consideration for the self-promoting demands of the outdoor advertising lobby than consideration for the expressed aims of those citizen groups like our own who testified in the interest of highway beauty. Is not highway beauty supposed to be the basic purpose of the Act? Then why is it not given first consideration?

Letters from our own organization and from other Roadside Councils have pointed out the major weaknesses in the standards as outlined in the revised draft. The shocking unbalance favoring concessions to the billboard lobby is too obvious to need elaborating. Complete capitulation in regard to size, height and number of billboards in commercial and industrial zones and areas, the definition of the latter term, the encroachment of billboards into the visual field of intersections and interchanges -- all these and others represent capitulation on major issues, which render the so-called "regulation" within these areas so ineffective as to be worse than no regulations at all. It would be better to leave the field entirely to state and local governments uncomplicated by such so-called standards. These standards do not in any sense establish "effective control". They are nothing more or less than the rules any smart billboard company follows purely in its own self-interest -- not in the interest of the public, not in the interest of highway beauty or even highway safety. We hope fervently that the revised draft on which these comments are based has not been made final without the major weaknesses being corrected.

I cannot leave this subject without noting that our earnest request, in testimony, that the term "directional and other official signs" be clarified (so as to limit them specifically to the "official" class) apparently had not been granted when the revised draft was prepared. I now renew the request. We consider this a significant loophole. Already we have a rash of huge new billboards appearing, masquerading under the term "directional" but in no sense whatever official.

On all these points, we and the cause of highway beauty will find ourselves seriously let down unless such defects are corrected.

Third, a new loophole now has come to light, through which an endless stream of new billboards has begun to pour, blanketing the very highways that the federal Act was purported to protect. These are strictly rural highways, not zoned for commerce or industry, not used for either of these purposes, even by the fanciful definition in the BPR standards. They constitute somewhere near a thousand miles of highways in California alone, traversing great stretches of mountain, forest, desert and other wild or rural areas, including many areas of fine scenic quality. Along new freeways, such as Interstate 5 traversing several rural counties south of the Oregon border, new billboards in large numbers have begun to spring up. Upon investigation, we have discovered the loophole -- unexpected on our part, but doubtless long ago mapped out for exploitation by the happy outdoor advertising industry.

Most counties of this character in California (and counterparts must exist in many other states) are loosely zoned, in accordance with the prevailing attitude of their population. Population is sparse, predominantly long-established, predominantly traditional and unsophisticated in its attitude toward private-rights-vs.-public-controls. Accordingly these counties are blanketed under a general all-purpose zoning classification, to which gradually, here and there, a small precise zone may be added. The blanket, all-purpose zone is usually called "A-1", which in zoning parlance traditionally stands for "general agriculture". Although we knew that outdoor advertising is permitted under the county ordinance in these "A-1" zones (along with every other land use "not otherwise prohibited by law") the possibility had never occurred to us that such an area could be regarded as a "commercial or industrial zone". By no stretch of the imagination can such interpretation be justified, but apparently this interpretation has been adopted in a ruling given to one of the counties in question. Immediately subsequent to the ruling, the new freeway began

to be infested with new super-billboards.

If the term "commercial or industrial zone" can be interpreted to mean any zone in which billboards are permitted, then the federal Act in regard to billboard control is obviously without any meaning whatsoever. Already it was beginning to be a laughing stock (with all the laughter on the side of the billboard operators) but with this latest development it could become the greatest billboard-control fiasco of all time.

CONCLUSIONS

We are not inclined to point any fingers of blame. Clearly the billboard industry has been in the driver's seat all the way, and has guided each step with its usual skill and finesse. We all have known that the industry was at work, yet, step by step, we have become entrapped.

"Just Compensation": The "just compensation" amendment cleverly was proposed, as the price of moving the bill, at the very last moment, too late for our agonized protests to be fully understood and heeded by those in charge of final decisions. I am sure that "just compensation" sounded like a logical way out to the President and his spokesmen, and also to members of Congress, none probably understanding the full range of its implications. When we begged that the bill be dropped, rather than passed with the "compensation" amendment, our plea doubtless sounded unreasonable in the world of politics.

BPR Standards: Where responsibility lies for the failure thus far to agree on standards that would implement the Act's basic purpose, we have no way of knowing, and we do not presume to guess.

"Zone" Interpretation: The loophole we mentioned last perhaps is the fault of no one, for such an interpretation was beyond the imagination of any of us -- though apparently it was not beyond the imagination of the outdoor advertising industry, whose resourcefulness never fails.

If blame is to be assigned, it probably should be based on the initial failure to be guided by professional experts in the field of zoning and billboard control. This is a complex field. A slight error can change a constructive measure into one of destruction. This is what has occurred.

RECOMMENDATIONS

1. The "just compensation" provision must be amended to be applicable only to states which lack the constitutional power to exert "effective control" under the police power.

2. The standards must be materially strengthened.

3. "Commercial and industrial zones" must be defined precisely and with strict limits as to actual use of the land (other than for outdoor advertising).

Our use of the term "must" may seem extravagant, coming from an element that heretofore has shown none too much political muscle. However I use it advisedly. This is because, without these radical changes, the entire federal billboard-control

formula becomes an utter fiasco, an expenditure of public funds for no good purpose whatever, and a nice fat gift to the billboard operators.

We beauty-oriented people, some of whom fought to support the President's bill while others still viewed it askance, will unite in our purpose 100% if we find our cause betrayed.

The President's bill received enough fanfare to arouse in the public at large great expectations of beautiful highways relatively free of billboards. If this fails to materialize, and instead the cause of billboard control is found to be set back, I can see the makings of a public explosion. I am not saying this by way of a threat; I think it would happen spontaneously.

I have named three specific recommendations. On a broader scale, I am not at all sure but that repeal of the billboard control section of the Act and a new start from scratch would be far better. If a public explosion were to occur, this might seem the normal procedure.

There is much to be said for reducing the quantity (in area covered) and raising the quality where it does apply.

Next week I am in conference with leaders in our State Legislature, laying plans for state legislation in 1967. Unless the federal Act is to serve its avowed purpose, I am strongly inclined to predict our own opposition to any state legislation which would reaffirm the federal Act's errors.

I deeply regret having to express such strong disaffection, for, as you know, I had hopes of a good solution and did all in my power to support the bill initially. But I am committed to true "effective control" and to the real advancement of highway beauty, and the present federal formula does not seem to point that way.

Sincerely,

/s/ Helen B. Reynolds

Mrs. Ralph A. Reynolds
President

HBR:bbe
*Enclosure
cc: Mrs. Sharon Francis, The White House, Washington, D. C.
Senator Randolph Collier, Sacramento, Calif.
Senator Fred S. Farr, Sacramento, Calif.
Assemblyman Edwin L. Z'berg, Sacramento, Calif.

*Note: Copy of our letter to Mrs. Sharon Francis, Secretary to Mrs. Lyndon B. Johnson, explaining our strong opposition to the compensation amendment, is not enclosed herewith, being in itself a four-page letter. Anyone wishing a copy may write to us, simply asking for the letter to Mrs. Sharon Francis.

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO . 94132 . 681-6189

THE BULLETIN

Special Pre-Election Issue, October 25, 1966

THE COMING ELECTION: The CRC is strictly nonpartisan in relation to party politics. This basic policy precludes our taking an official position in elections in which political parties play a distinct and important part. This policy applies clearly to gubernatorial races, and appears also to figure rather prominently this year in contests for certain seats in the Legislature.

WE URGE OUR MEMBERS, however, in decisions at the polls, to consider very seriously the records, the past statements and the pledges of the various candidates in relation to scenic conservation, park acquisition, highway beauty, etc. Indications of the relative importance - or unimportance - of these issues as planks in any candidate's platform are definitely significant, in view of the great amount of state legislation involving these issues, due to be introduced in the 1967 session. For the first time, conservation is assuming political importance. We need representatives at all governmental levels who recognize fully its place in today's changing world.

PROPOSITION 3 on the November ballot was unanimously endorsed by the CRC Board of Directors in its Annual Meeting. This is the Constitutional Amendment authorized for the ballot by the passage of SCR 4 (Farr) in the last session of the Legislature. Through the Planning and Conservation League the CRC worked for that preliminary measure, and we now urge YES votes on Proposition 3. This is an enabling measure. It does not, of itself, change the land tax formula; it only enables the Legislature to apply itself to the changes which surely must come if any significant open space is to have a chance to survive.

LEGISLATION, 1967, is the subject of a highly important WORKSHOP scheduled by the PLANNING AND CONSERVATION LEAGUE, Saturday, December 3, 9:30 to 4:00, in Boalt Hall, on the Berkeley campus. Cooperating is the Governor's Action Advisory Committee on California Beauty. Host: the Institute for Urban and Regional Development, University of California at Berkeley. Purpose: formulation of plans for state legislation concerning the most urgent conservation and planning issues. Preliminary study is being done meanwhile by competent subcommittees, based on findings and recommendations developed by the Governor's Conference on California Beauty and on the work of other major planning and conservation groups.

THIS IS WORK OF THE GREATEST IMPORTANCE - LONG NEEDED BUT NEVER ATTEMPTED BEFORE as an integrated program by coordinated citizen-groups in California.

ARE YOU HELPING? The Planning and Conservation League is an excellent going concern with one weakness only - it needs more financial support. Suggestions as to new possible sources of such support will be welcome. And new members are needed. If you have not already joined the PCL, now is the time to do so. (Planning and Conservation League, 2636 Ocean Avenue, San Francisco, 94132 individual membership dues begin at $5.00. Write for information on organization membership.)

THE PCL's LEGISLATIVE WORKSHOP, "LEGISLATION, 1967", will be open to the public, with a $5.00 registration fee including lunch. Assemblyman Edwin L. Z'berg, Chairman of the Assembly Committee on Natural Resources, Planning and Public Works, and the author of important conservation legislation, will speak at lunch on the role of the citizen in the legislative process.

THE ANNUAL CRC BOARD MEETING (Board of Directors and Regional Representatives) on October 19 was exceptionally well attended - 35 present, representing 16 counties, from Humboldt to San Diego to Tuolumne and El Dorado. Election of our new Board of Directors was announced, as listed on the ballot and elected by member vote. The slate of officers and other Executive Committee members was presented by the Nominating Committee and elected by action of the Board. They are as follows: Mrs. Ralph A. Reynolds, President; Ronald L. Campbell, Vice President; Thomas P. Ludcke, Treasurer; Mrs. Peter Talbot, Corresponding Secretary; Mrs. James M. Wiley, Recording Secretary; other Executive Committee members: John W. Broad, William D. Evers, Peter D. Hannaford, William Penn Mott, Jr. Appointments of new Regional Representatives were ratified as follows: Joseph J. Cohn of Beverly Hills and Rutherford; Robert C. Donovan of San Jose; Arthur B. Emmes, O.D., of Castro Valley; Schuyler Reid Hafely of Modesto; A. G. Michaud of Pebble Beach; Evan R. Peters of San Francisco and St. Helena; George W. Roach, Jr., of Montebello; John H. Sutter of Oakland; Mrs. Leland W. Wade of Santa Rosa. Already serving as Regional Representatives are 41 other stalwarts in various parts of the state.

THE ANNUAL CALIFORNIA CONSERVATION COUNCIL CONFERENCE is scheduled for October 28 and 29 at the Canterbury Hotel in San Francisco. The public is welcome.

SCENIC ROADS ITEMS: State Highway District meetings on local action to qualify designated routes for the State Scenic Highway System are stimulating interest. Local CRC member participation has been good ... The dedication of the first route accepted as a State Scenic Route fully qualified - State Highway 1 from Carmel to the southern Monterey County line - was an impressive and festive occasion. Mrs. Lyndon B. Johnson pronounced the dedication, where a plaque was implanted on a boulder overlooking the sea at Hurricane Point. Many CRC members were present ... Plans for a National California Coastal Scenic Redwood Road and Trail System are making good progress. (Redwood Road for short.) ... Purchase of a strip of park will add seven miles to the Avenue of the Giants in Humboldt County - by means of state and federal funds with the help of funds raised by Save-the-Redwoods League, aided by the Ford Foundation.

GOOD SIGN ORDINANCES have been enacted by the Cities of San Clemente, Santa Cruz and Mountain View, thanks to valiant citizen support and Planning Department leadership. Oakland has tightened up its ordinance controlling signs near freeways - again with the help of citizen support.

THE PROBLEM OF THE FEDERAL BILLBOARD CONTROL REGULATIONS: Our fears regarding the amended form in which the billboard section of the Highway Beautification Act was passed by Congress and signed into law appear to be more than justified. To add to the problems created by the amendments accepted by Congress under pressure from the outdoor advertising industry, the standards for implementation of this section of the Act (the subject, you will recall, of public hearings in all the states) have not as yet been developed by the Bureau of Public Roads in a form we consider acceptable. A second draft - revision of the one considered in the hearings - was released several months ago. To our disappointment, the preponderance of changes reflected the demands of the outdoor advertising industry rather than the suggestions of planners and citizen groups. Concessions to the billboard interests, in fact, were so great that in some respects this section of the Act seems to controvert the very title and purpose of the Act itself.

Because of the importance of this problem, and because the 1967 session of Congress will see a reexamination of the Highway Beautification Act, we are enclosing a copy of a letter reviewing our position and suggesting the changes, both administrative and legislative, which we believe must be made. A major battle in Congress appears to be brewing.

This Bulletin of necessity is brief, so that readers can give attention to enclosures.

Editor, Mrs. Ralph A. Reynolds
Assistant, Miss Rebekah Young

CALIFORNIA ROADSIDE COUNCIL, INC. . 2636 OCEAN AVENUE . SAN FRANCISCO, CALIF.

LIST OF LATEST PUBLICATIONS AND REPRINTS
January 12, 1967

MEMBERS OF CRC: You are entitled to one free copy of the following publications upon request. Prices quoted as "additional" apply to quantity orders.

NON-MEMBERS: Prices quoted as "additional" apply to your order of one or more copies. In all cases, we should appreciate in addition a small contribution to help defray cost of postage.

105. AN ENGINEER LOOKS AT AESTHETICS, article by Louis G. Kroeck; California Highways and Public Works, September-October, 1966; excellent exposition and specific guidelines for highway engineers; of immediate interest to all beauty minded Californians; included also comments on a scenic highway in Dist. 5 by R. J. Datel; courtesy State Division of Highways. Additional, free

106. THEY'RE WORKING TO KEEP CALIFORNIA BEAUTIFUL, by Louise Wright, courtesy of the Oakland Tribune; a reprint celebrating CRC leaders' and the Council's contributions to California conservation of scenic resources. Additional, free

107. THE FIGHT FOR BEAUTY IN CALIFORNIA, reprint of four convincing articles by Daryl E. Lembke, courtesy of the Los Angeles Times, reporting successful conservation efforts throughout the state and indicating the need for more. Additional, free

108. THE MOTORIST WANTS INFORMATION, panel presentation before the convention of the Hotel & Motel Owners' Assoc. in San Francisco, by Mrs. Ralph A. Reynolds; limited advertising at roadside information centers will relieve need of billboards and benefit roadside business. Additional, free

109. SERVICE STATIONS CAN BE ATTRACTIVE, by Richard L. Smith, Planning Director of Palm Springs, reprinted from Western City Magazine, July, 1966. Additional, 5¢

110. NARRATIVE REPORT ON WORK OF DIVISION OF HIGHWAYS related to the Beautification Act and Governor's Conference on California Beauty; accomplishments, plans and recommendations for more attractive highways; and PROGRESS REPORT - IMPLEMENTATION OF BEAUTY CONFERENCE RECOMMENDATIONS ON PLANNING; courtesy of Urban Planning Section, State Office of Planning. Both - additional, free

111. CHALLENGE TO YOUTH; address by Russell E. Train, President, The Conservation Foundation at the National Youth Conference on Natural Beauty and Conservation, Washington, D. C., June, 1966; dramatic call to action, pointed toward youth but good reading for all. Additional, 10¢

112. WE MUST STOP CHOKING OUR CITIES, by James Nathan Miller; reprint from August, 1966 Reader's Digest; the case for a more balanced transportation system which will keep the need for freeways within bounds. Additional, 5¢

113. A PLAN FOR A NEW SCENIC HIGHWAY: SALINAS-MONTEREY SCENIC HIGHWAY COMMITTEE REPORT and recommendations for the new Salinas-Monterey route; presenting good examples of scenic highway planning in rural areas. Courtesy of Monterey County Planning department. Additional, free but supply limited

RECOMMENDED PUBLICATIONS

114. SKYLINE LANDSCAPE; possibilities of a parkway; beautifully illustrated booklet by Kathryn Stedman; focuses attention on natural features and open space; analyzes corridor of Skyline Blvd. (San Mateo-Santa Clara Counties); makes a strong case for intelligent development controls. Available directly from the Council for Foothill Planning and Research, P. O. Box 11511, Palo Alto, Calif., 35pp.; $2.00 ea.

115. PRESERVING URBAN OPEN SPACE; Urban Renewal Administration, HHEA; analyzes open space problems and suggested solutions, with a section on policies for acquisition, compensation and taxation. Available directly from U.S. Govt. Printing Office, Washington, D. C.; 36pp., price, 20¢.

116. COMMUNITY ACTION FOR OUTDOOR RECREATION AND CONSERVATION: by National Board of the YWCA in cooperation with the American Conservation Assoc. Available directly from Bureau of Communications, National Board, YWCA, 600 Lexington Ave., New York City; 36pp., price, $1.00.

117. RECREATION AND PARKS, publication #286. Available directly from The League of Women Voters, 1026 - 17th St., N. W., Washington, D. C.; 37pp., price 45¢.

118. FEDERAL ASSISTANCE IN OUTDOOR RECREATION; Dept. of the Interior, Bureau of Outdoor Recreation. An informative list of government departments and explanation of their services. Available directly from U.S. Govt. Printing Office, Washington, D. C., 83pp., price, 35¢.

119. OPEN SPACE ACTION; by William H. Whyte; report of the Outdoor Recreation Resources Review Commission; surveys outdoor recreation resources; measures demands upon them over next 40 years; makes recommendations for preservation. Available directly from U.S. Govt. Printing Office, Washington, D. C., 119pp., price $2.50.

120. FOCUS ON CLEAN WATER; an action program for community organizations, published by the Federal Water Pollution Control Administration. Available directly from U.S. Govt. Printing Office, Washington, D. C.; 31pp., price, 15¢.

121. PLANNING IN THE COMMUNITY; questions, answers and bibliographies to guide civic organizations and individuals in aiding orderly growth and development. Available directly from The League of Women Voters, 1200 - 17th St., N.W., Washington, D. C., 33pp., price 75¢.

122. PUBLIC BOND ISSUE CAMPAIGNS: Water Pollution Control Facilities; a presentation packet of hints, guides, and booklets to help communities fight the dangers of water pollution, with samples of posters, films available, speeches and procedures for interesting the public. Available directly from the Portland Cement Assoc., 33 W. Grand Ave., Chicago, Ill., 12 pieces.

RECOMMENDED NEW FILMS AVAILABLE

123. WHAT'S HAPPENING TO OUR LANDSCAPES?; clutter can be prevented and removed by planning and zoning. 20 min. sound-color film; charge, $2.00 for one week rental.

124. WHAT'S HAPPENING TO OUR LAKESHORES?; suggestions for preservation of local lakes. 27 min. sound-color film; charge, $1.50 for one week rental.

To make arrangements for rental of these films, write direct to Bureau of Audio-Visual Instruction, University of Wisconsin, 1312 West Johnson St., Madison, Wis.

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THE BULLETIN

Winter Issue, January, 1967

1967...WHAT DOES THE NEW YEAR HOLD IN STORE?

FIRST, A BATTLE! Probably the most important and toughest billboard battle on record looms ahead as the new Congress convenes in Washington. Congress intends to overhaul the Highway Beautification Act of 1965, with special attention to Title I (the billboard control section). From this overhaul, Title I may emerge much better or much worse, or it may even be repealed. For its improvement we are among the ringleaders.

NO ONE APPARENTLY LIKES TITLE I in the form in which it was enacted. Liking it LEAST are Roadside Councils and our allies, including planning experts. We object especially to certain concessions agreed to by Congress as compromise measures at the time of the bill's passage, chief objection being to the provision for so-called "just compensation". Roadside Councils are not the only objectors to the Act in its present form. State highway officials find it expensive and cumbersome. Local government rightly detects in the "just compensation" feature a serious infringement on local powers of zoning enforcement. Even the outdoor advertising industry is said to have amendments ready to propose. (The industry's amendments, whatever they may be, constitute the final touch of irony, since Title I of the Act and the BPR "standards" to implement it already are tailored to the billboard owners' advantage.)

IF NOBODY LIKES IT AS IT IS, WHY NOT JOIN FORCES TO REPEAL IT? We believe that REPEAL WOULD BE THE WRONG SOLUTION. Repeal, on the face of it (and few see beyond the face), would mean repudiation of billboard control. It would mean this to the relatively uninformed public at large; it would mean this politically. Repeal would be a slap-in-the-face at the whole official nationwide movement toward highway beautification. Furthermore, the Act in its entirety - including junkyard control and authorization of scenic easements and roadside landscaping (Titles II and III) would be likely to go down the drain along with Title I, once repeal was in the air. Congress begrudges the funds required for them too. They should be guarded.

AFTER SUCH AN APPARENT REPUDIATION, no future Administration would be likely to espouse the cause of highway beautification, nor would members of Congress want to espouse it.

AMENDMENT OF TITLE I of the Highway Beautification Act (the billboard section) must be our aim. If this can be accomplished constructively, billboard control, nationwide, and highway beautification in general, will be substantially advanced. THE BASIC NATURE AND PURPOSE OF THE HIGHWAY BEAUTIFICATION ACT ARE RIGHT. They embody our very own objectives. It is only certain destructive perversions that must be amended out.

WHAT CAN WE DO? Again we will be David facing Goliath. Our sling must be far more vigorously used and accurately aimed than has been the case heretofore. Allied leaders nationwide are rapidly reaching consensus on the method of approach, and as soon as amendments to the Act are formulated, you will be told of their contents.

Since "COMPENSATION" will be one of the focal points, and since its significance is by no means simple, we are enclosing an explanation of our position on that problem. Please read it carefully and keep it for future reference.

1967...STATE LEGISLATION

A LEGISLATIVE WORKSHOP was held in Berkeley on December 3, by the PLANNING AND CONSERVATION LEAGUE (formerly Planning and Conservation League for Legislative Action). Experts from all parts of the state worked before and during the conference to produce a set of far-reaching recommendations suitable for consideration as legislative proposals in 1967. Committees since then have continued to work on priorities and determination of an immediate legislative "package".

HIGHWAYS AND ROADSIDES, AS PART OF THE SECTION ON TRANSPORTATION, were covered by the committee composed of Mrs. Ralph A. Reynolds, Chairman, President, CRC; Joseph C. Houghteling, member, State Highway Commission; Michael Heyman, Professor, University of California School of Law; Lawrence Livingston, Jr., planning consultant; special legislative consultant: James Pardau, research consultant to the Assembly Committee on Natural Resources, Planning and Public Works. The section's recommendations are enclosed.

COMPLETE RECOMMENDATIONS of the entire workshop include those (besides Transportation) on the following subjects: Open Space; Urban Design and Land Development; Environmental Pollution; Public Utilities; and Means. Studies in all cases are geared to the promotion of sound conservation principles and of environmental amenities. Copies of the full set of recommendations, priced at 50¢, may be obtained by addressing the Planning and Conservation League, 2636 Ocean Avenue, San Francisco, California, 94132.

IF YOU ARE NOT YET A PCL MEMBER, we suggest that you ask at the same time for membership material. Support of the PCL is of vital importance to the CRC, for the PCL is now our lobbying arm in the State Legislature - as it is for many allied groups as well. In union, strength. But in order to gain full strength for this very important legislative season, the PCL needs much more financial support - and needs it at once. Join - and also spread the word.

1967...TRANSITION IN SACRAMENTO

CHANGES IN AN ADMINISTRATION inevitably cause some interruption and temporary uncertainty. Effort toward preservation and development of beauty, signalized in January, 1966, by the Governor's awards and the Conference on California Beauty, and continued during the year under Mrs. Brown's leadership, must not be allowed to lose momentum during the transition. California's beauty is certainly a non-partisan issue. We must not let administrative changes slow it down unnecessarily.

CHANGES IN THE LEGISLATURE: The loss of some fine conservationists in the Legislature, due mainly to reapportionment, brings the necessity for a great deal of new groundwork, new leadership to be developed, new foundations laid. We will miss such friends as Fred Farr, John Williamson, Frank Petersen, Alvin Weingand, Pearce Young, Burt Henson and others. Fortunately for our program, one of those reelected is Assemblyman Edwin L. Z'berg, for several years Chairman of the Committee on Natural Resources, Planning and Public Works, and author of important highway administrative reform bills and measures for roadside control, of which we will hear more later. A number of other good friends remain, also, and we count on the cooperation of many new members of the Legislature.

1967...BRIGHT SPOTS IN THE PICTURE

JUNKYARD SCREENING has begun under our Division of Highways. This program follows state legislation passed in 1966, conforming to Title II of the federal Highway Beautification Act. Trees and shrubbery are used mainly for screening. Within a few years, we can expect gratifying results.

THE ROADSIDE REST PROGRAM continues to progress, making use of federal aid available through Title III of the Highway Beautification Act. Though most new roadside rests are still raw and incomplete, plans on the drawing boards show some very commendable landscape projections to be developed within the next few years. A number of new roadside rests and vista points in forest and mountain areas have made good use of natural features and are being enjoyed by large numbers of motorists. If the present pace of roadside rest construction continues, a long-needed improvement will have been realized.

It was not many years ago that our repeated pleas to highway officials for a system of roadside rests in California fell on deaf ears. Even after Assemblywoman Pauline Davis's Roadside Rest Bill became law, ways were found to hold up the program for a considerable number of years. Today's hearty support of roadside rests by Federal Government, our State Legislature and our State Division of Highways reminds us in heartening terms that officialdom can be influenced and our program can move ahead by dint of persistent pressure.

PARKWAYS FOR CALIFORNIA, authorized by Senator Farr's Parkway Bill of 1965, may begin to see development, once the needed implementing legislation has been passed. Fred Jones, Director of Parks and Recreation under the Brown administration, before his recent resignation, had submitted to the State Park Commission a proposal for four initial parkways to be developed as soon as funds can be made available. For the initial survey, study and recommendations we are grateful. Meanwhile plans have been moving ahead for a Coastal Redwood Road and Trail System from the Oregon border to San Luis Obispo County, some or all of which might eventually reach parkway status.

LOCAL SIGN CONTROL has been advancing at an unprecedented rate. More good sign control ordinances, proposed for enactment in California cities and counties, have been sent to us for review and suggestions, in the past six months, than in any previous year. A number have been extraordinarily good, with strict limits on the areas where off-premise signs (billboards) are permitted, and with effective regulation of on-premise business signs as to size, number, projection, height, lighting, etc. At the rate of three or four hearings a week, the CRC has been mailing notices to its members in communities where these ordinances are coming up for hearing. Where such an ordinance is adopted, its success invariably stems from vocal citizen support on the local level.

MUCH COULD BE REPORTED, if space permitted, on details of the many good ordinances for environmental beauty enacted during 1966; the excellent series of highway District meetings for briefing and exchanging ideas on the development of the State Scenic Highway System as each District is affected; the many well deserved awards for the furtherance of environmental beauty presented by the outgoing Governor in the last week of his administration. We are glad to note that these latter awards (recommended by a top-flight jury of which Nathaniel Owings, FAIA, was chairman) included several examples of good design in highways and in highway structures. This we note with special satisfaction, for it augurs well for increasing recognition, by highway engineers, of beauty as an element of real value.

ARE WE READY TO DO OUR PART when our highway officials open the door to early collaboration? When a general route first is proposed and before specific engineering studies begin, we make the effort to determine those elements calling for special attention - the historic sites, the sensitive beauty spots, the points where a freeway impinges on community values, the places where pedestrian and equestrian crossings are needed for recreational development. The earlier our specific requests are presented, the better their chance of favorable action. Last-minute revolts are far less effective, besides being disruptive and costly. Early collaboration must be a two-way process. To take advantage of it, we must be alert and ready to work at the problem the moment it is presented.

Alan S. Hart, State Highway Engineer of District IV, recently announced two community meetings to discuss, before definite studies begin, freeway routing between Los Gatos and Santa Cruz. Commended for opening this opportunity, Mr. Hart reminded us that early collaboration has been highway policy for some years. Too often, however, it has not been sufficiently publicized to make people aware of what is involved. The CRC is doing its best to fill the communications gap.

CALIFORNIA'S DISAPPEARING WILDFLOWERS will receive assistance toward restoration if the process being pursued in State Highway District X is extended. In developing State Route 16, wildflower seed is being added to the stabilization mixture being sprayed on cuts and fills. Lupine, poppies, flowering peas and other natives will bloom on these roadsides when the winter rains are over. Cheers to those behind this program. Let's make it statewide!

AGAIN, ON THE NATIONAL SCENE...

A REDWOOD NATIONAL PARK, though not strictly a "roadside" issue, is one with which we must all be deeply concerned. Because differences in the recommendations of various conservation groups give opponents the opportunity to exploit and exaggerate such differences ("Even the conservationista can't decide what they want!"), the CRC contends that some compromise and agreement must be reached promptly. There are some signs of progress in this direction. We are among those working toward this end.

AN IMPORTANT NEW FEDERAL POLICY is reported to us by the CONSERVATION FOUNDATION. We quote: "The Federal-Aid Highway Act of 1966...adds an important new statement of policy to federal highway construction law. A new section declares that Commerce Department's Bureau of Public Roads 'shall use maximum effort to preserve federal, state and local government parklands and historic sites and the beauty and historic value of such lands and sites.'

"The new law recognizes that some time will be needed by state highway departments to adjust their advance planning. Accordingly, the policy becomes stiffer as of July 1, 1968, after which date the Secretary of Commerce and BPR SHALL NOT APPROVE APPLICATIONS FOR HIGHWAY PROJECTS USING PARKS OR HISTORIC LANDS 'unless construction plans include all possible planning, including consideration of alternatives to the use of such lands, to minimize any harm to such park or site resulting from such use.'"

In spite of the final loophole, this legislation is a long step forward.

Bulletin Editor, Mrs. Ralph A. Reynolds
Assistant, Rebekah Young

WHAT'S WRONG WITH "COMPENSATION"
as required by Title I of the Highway Beautification Act?

BACKGROUND:

"BILLBOARDS ARE A USE OF THE PUBLIC HIGHWAYS, rather than a bona fide use of the land." They assume "a franchise on the public investment, since their sole value consists of being viewed from public ways." Billboards not conforming to duly established laws "may be classed as a public nuisance and may be abated under the police power."

These and related concepts stem from a long series of court decisions over two decades, including those of appellate and supreme courts of many states.

Relying on these now-well-established principles, local jurisdictions and states have proceeded to regulate billboards accordingly. To allow for fair amortization, three to five years of grace are customarily allowed before removal is required. These procedures are standard in zoning administration. Generally they apply to other "public nuisances" as well.

COMPENSATION FOR A "PUBLIC NUISANCE" - A DISRUPTIVE PROPOSAL:

Now comes the federal Highway Beautification Act, into which the billboard interests succeeded in having introduced the "COMPENSATION AMENDMENT". By this new provision, applying to interstate and primary highway systems, compensation (even after full amortization) must now be paid to billboard owners and to landowners leasing billboard sites when those billboards are removed in order to conform to the new regulations.

THIS RUNS CONTRARY TO THE ESTABLISHED CONCEPTS. IT OVERTHROWS THE ONLY ACCEPTABLE MEANS A CITY OR COUNTY HAS AVAILABLE for enforcing zoning rules concerning nonconforming billboards and other "public nuisances".

PRACTICAL RESULTS: Because of this new precedent, ALL billboard removal and abatement of other "nuisances" are stymied. Though the federal law applies DIRECTLY only to the parts of Interstate and primary highways designated for billboard removal, INDIRECTLY all billboard removal will be involved. All billboard owners and affected landowners everywhere now will claim that they also are entitled to compensation. If one billboard is subject to compensation, why not all?

With such claims sure to be made, and under threats of litigation and of expenditure of local public funds, few cities and counties will be inclined to hold out. Billboards still standing will remain forever, except on the certain favored portions of Interstate and primary highways where federal funds will aid payment of compensation.

WHERE WILL THE IMPACT BE MOST SEVERE?

The worst effect will appear in areas now subject to billboard removal under local regulations; for example.....

(1) Freeways traversing commercial or industrial districts (exempt under the federal Act; subject to removal under local regulations to qualify for state landscaping);

(over)

(2) High-grade commercial and industrial streets - for example, in neighborhood shopping areas, planned shopping thoroughfares and malls, industrial parks, etc.

(3) Exclusive "motorist service" districts along rural highways (technically "commercial", hence exempt under the federal Act).

(4) All secondary roads and highways

In areas such as the above - key areas in communities' visual upgrading - many cities and counties have undertaken gradual removal of non-conforming billboards. The halting of such programs will mean serious retrogression.

SUMMATION:

FROM THE LEGAL AND THEORETICAL STANDPOINT, THE PAYMENT OF COMPENSATION AS REQUIRED BY THE NEW FEDERAL ACT IS UNNECESSARY AND WHOLLY UNJUSTIFIED. IT IS ALSO EXTREMELY COSTLY.

FROM THE STANDPOINT OF PRACTICAL RESULTS, THE ABATEMENT OF THE BILLBOARD BLIGHT WILL BE SET BACK BY MANY YEARS.

THE COMPENSATION REQUIREMENT MUST BE AMENDED OUT OF FEDERAL LAW.

Recommendations of the Committee on Transportation
Chairman - Mrs. Ralph A. Reynolds

TRANSPORTATION

Transportation Planning

1. The State Transportation Agency should be continued and under that agency a State Transportation Study Committee should be set up by legislative mandate. This committee would be authorized to conduct studies and from them to formulate a statewide transportation plan including mass transit and including, if advisable, new forms of transportation not yet in use; also to define the effect of major transportation arterials on the economic, social and esthetic elements of communities. Legislation authorizing the formation of this committee could follow SB 1517 of the 1965 session.

Highway Location, Design and Planning Procedure

2. The Director of Public Works and the Highway Commission should be petitioned to issue a directive, or, failing that, legislation should be introduced requiring that upon request of any jurisdiction, traversed by a proposed freeway route, an advisory committee be appointed to consult with the District Engineer on location and design problems. This committee should be appointed by the governing bodies of all jurisdictions proposed to be traversed and should have suitably broad qualifications.

3. The Legislature should review the Highway Commission's duties to determine to what extent non-policy transactions may be made administratively without Commission action, and enact legislation allowing the Commission opportunity to give more attention to policy decisions requiring discretion and judgment. A formula of appeal could be provided.

4. Those items not enacted into law of the "Z'berg package" should be reintroduced, possibly with a few modifications. Generally these apply to proposed changes in makeup and procedure of the Highway Commission, the purpose being to make Commission decisions more broadly based and more responsive to community and human needs other than transportation needs alone.

Billboards

5. In view of serious imperfections in Title I of the federal Highway Beautification Act of 1965, but realizing that failure to comply would subject California to a serious penalty, and realizing therefore that compliance is inevitable, we recommend that compliance be by means of a bill similar to AB 47 of the last session, limiting compliance to only the highways designated in the federal Act and making a number of important reservations. For example, there should be language indicating that California does not subscribe to the principle of compensation required by the federal Act and does not commit itself to pay this compensation if the federal law is amended to make it optional.

Scenic Highways and Parkways

6. Legislative authority should be given to the Advisory Committee on a Master Plan for Scenic Highways to study and make recommendations on the best use of the 3% federal funds authorized for highway beautification and protection of roadside scenic values, under the federal Highway Beautification Act.

7. We make no recommendation on the funding of parkways, since reports on studies currently underway will, when available, give a better basis for legislative recommendation.

CALIFORNIA ROADSIDE COUNCIL

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SCHUYLER REID HAFELY, L.A.

February 2, 1967

Honorable Thomas M. Pelly
House of Representatives
Washington, D. C.

Dear Mr. Pelly:

The California Roadside Council hereby expresses its unqualified support of H.R. 4137.

The proposed revision of certain portions of the Highway Beautification Act of 1965, as accomplished by H.R. 4137, would relate the provisions of the Act more accurately to its stated purpose.

It would create a more rational formula for billboard-free highways, on the one hand, and, within certain areas, opportunity for outdoor advertising, on the other.

It would eliminate ambiguities and would simplify administration at all levels.

By removing the mandatory feature of the "compensation" formula, it would relieve both federal and state governments of a large financial obligation which (in most states, at least) is entirely unnecessary and unwarranted. The "compensation" requirement, moreover, as it exists under the present Act, creates serious problems in states where present progress in local abatement of non-conforming signs is accomplished legally under the police power. These problems would be eliminated by H.R. 4137.

We understand that the Bureau of Public Roads opposes any substantive changes in the present Act; therefore it opposes H.R. 4137. We understand that the Bureau minimizes (a) the enormous administrative complexities involved in the Act, which H.R. 4137 would greatly simplify; (b) the cost to state and federal governments involved in mandatory compensation; and (c) the difficulties and handicaps which local administrations will suffer in their own sign-control procedures as a result of mandatory compensation applying to certain selected highways.

These defects in the present Act the Bureau of Public Roads claims are of little importance. In making precisely the opposite claim, we do not intend disrespect to the Bureau of Public Roads. Nevertheless we insist that our judgment of the present Act rests upon intimate, first-hand knowledge of the workings of sign control on the ground level.

We repeat that in both state and local administration the present Act will cause confusion, hardship and in certain important areas, a long step backward in effective sign control. With all due respect to the federal officials, we venture the opinion that because of our 35 years of specialized work in sign control in its actual application at ground level, we can speak from greater practical experience than can the federal officials who uphold the imperfections of the present Act.

Sincerely yours,

Mrs. Ralph A. Reynolds
President

HBR:bbe

(Note: Same letter addressed and sent to: Honorable Donald H. Clausen
House Office Building
Washington, D. C. 20515

Honorable Harold T. Johnson
House Office Building
Washington, D. C. 20515

Honorable Jerome R. Waldie
House Office Building
Washington, D. C. 20515)

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SCHUYLER REID HAFELY, L.A.

February 6, 1967

Memorandum to: Our Members and Member Organizations

From: The California Roadside Council

Subject: Bill to Amend Federal Highway Beautification Act

...THE ROADSIDE COUNCIL-APPROVED BILL -- an amended form of the federal Highway Beautification Act -- IS NOW BEFORE CONGRESS. It is H.R. 4137, by Congressman Thomas M. Pelly (R. - Wash.). Mr. Pelly is a member of the Subcommittee on Roads, Public Works Committee, House of Representatives. First subcommittee hearing is scheduled for February 20.

...H.R. 4137 would apply to the Interstate System and to state-designated scenic highways (10% or more of each state's total highway system). Within those systems, no billboards generally would be allowed. What exception is made is much less sweeping than the exceptions now existing in the present Act.

...ALL BASIC DEFECTS IN THE PRESENT ACT WOULD BE ELIMINATED BY H.R. 4137 -- defects including: possible loopholes; inconsistencies in statement of purpose; negation of important zoning distinctions; and, most important, mandatory payment of COMPENSATION.

...H.R. 4137, in short, is a thoroughly sound bill. Its modification of the present Highway Beautification Act will make it a REAL STEP FORWARD. In contrast, the Act at present represents one step forward and two steps back.

...YOU CAN HELP accomplish this important forward step by writing at once to the author of the bill, Mr. Pelly, to the three California members of the Subcommittee on Roads, and to your own Representative in Congress. (See enclosed list.) Our enclosed letter can be a guide, although you may wish to be more brief.

...Address all at House of Representatives, Washington, D. C.

...Please do this at once.

...A copy of the bill will be sent on request.

HBR:bbe
Enclosures.

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO, CALIF. 94132

February 13, 1967

MEMORANDUM TO: CRC MEMBERS AND MEMBER ORGANIZATIONS IN MARIN COUNTY

Roof signs and projecting signs on places of business along Marin County highways have not yet reached the obnoxious point, but they are on their way unless curbed at once.

This fact is the basis of an excellent amendment to the County Zoning Ordinance. It limits the projection of business signs to 18 inches, prohibits roof signs altogether and sets a reasonable limit on the size and number of signs permitted each place of business.

To save Marin County from the sign chaos which characterizes most highway business areas, this proposal should be adopted.

This is your responsibility.

Please don't fail to express your approval of the proposal before the County Planning Commission on:

Monday, February 20, 1967
in the
Planning Commission Chambers,
Marin County Civic Center,
San Rafael.

Exact time of hearing not yet determined. Phone your Planning Department for this information Friday afternoon, February 17.
Phone: 479-1100, Ext. 304.

Opponents are expected to present a vigorous protest against the recommended regulations. Unless you and other public spirited citizens appear and speak up in support of your Planning Staff's proposal, this excellent step toward improved signing practices in your County may be lost. YOUR PLANNING COMMISSIONERS WANT TO KNOW HOW YOU FEEL ABOUT THIS MEASURE. PLEASE DO NOT FAIL TO TELL THEM.

CALIFORNIA ROADSIDE COUNCIL, INC.

NOTICE OF HEARING ON NEW REGULATIONS FOR

SIGNS

The Marin County Board of Supervisors will hold a public hearing to consider the recommendation of the Marin County Planning Commission for an amendment to Title 22 (Zoning) of the Marin County Code revising the Zoning regulations for signs for the unincorporated areas of Marin County.

TIME: Tuesday, 27 May 1969 at 3:00 pm

PLACE: Board of Supervisors Chambers, Civic Center, San Rafael.

The revised regulations consist of more specific language intended to eliminate the vagueness, misintrepretation and inconsistent application of the existing regulations. The new regulations would eliminate the requirement of a Sign Permit for certain kinds of signs. The requirement of a Use Permit for the exceptional sign would be dropped and replaced by Sign Review, a new procedure, criteria for which is spelled out in the new regulations.

Your attention is directed toward a particular section of the proposed amendment dealing with certain signs which may become non-conforming, if the amendment is adopted in its present form. Legally existing signs which would not be in conformance with the new regulations would be subject to removal or modification if in one or more of the following categories:

1. Sign area for an individual use:
   (a) A free-standing sign exceeding 100 square feet.
   (b) Group of signs exceeding total of 250 square feet.

2. Location: Any sign located on a roof.

3. Projection: Any sign projecting at an angle from the wall.

4. Height: Any free-standing sign higher than 30 feet.

The period for removal or modification would be three (3) years, but would not begin until notice is given by the Planning Director. The new regulations would allow exceptions to the 3 year period by Sign Review, Commission extension or where prior Use Permits specified other termination dates.

Copies of the complete text of the proposed sign regulations may be obtained at the Marin County Planning Department, Civic Center, San Rafael, California 94903, or mailed by telephoning (415) 479-1100, Ext. 2526.

Paul C. Zucker,
Secretary of the Planning Commission
County of Marin, State of California

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO, 94132 . 681-6189

C O P Y

June 9, 1969

California State
Public Utilities Commission
State Office Bldg., 5th Floor
350 McAllister St.
San Francisco, Calif. 94102

Gentlemen:

The underground placement of utility lines is one of the major objectives of our organization.

It is therefore with great gratification that we learn of a proposal initiated by Commissioner A. W. Gatow to the effect that in the future all new distribution lines, both electric and telephone, be placed underground.

We urge the adoption of this proposed ruling, on the grounds that such a procedure will result in halting one of the most conspicuous visual blights on our urban and rural scene.

The ironical term, "America the ugly" has become all too familiar in recent years. In helping to reverse this trend, the PUC will be doing a signal service to the state of California.

Sincerely,

Mrs. Ralph A. Reynolds
President

HBR:mh

NOTE

TO OUR MEMBER ORGANIZATIONS:

THE CRC URGES YOU TO WRITE SIMILARLY AND AT ONCE TO THE PUC.

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO, CALIF. 94132 . (415) 681-6189

SPECIAL BULLETIN
June 10, 1969

THE STATE OF THE CRC
A Report by the President

THE AIMS AND ACCOMPLISHMENTS OF ANY GROUP, as of the State and the Nation, should be set forth, from time to time, for member evaluation and understanding. The time seems due for the making of such a report to the membership of the CRC.

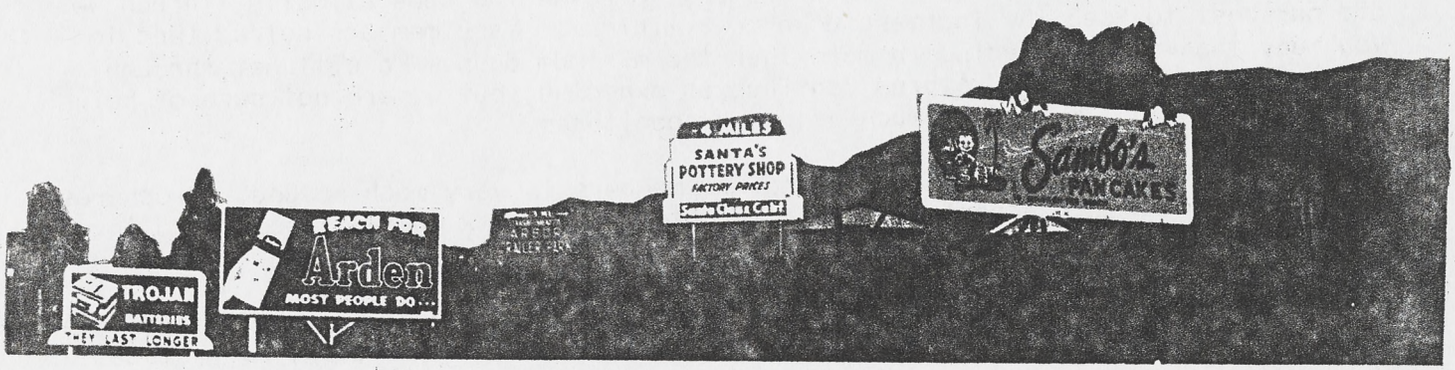
"WHAT IS THE CRC WORKING TO ACCOMPLISH?" we often are asked. If your answer is "Sign control", you are certainly right. But in case of such a specific item, other items, also important, should be added. Encouragement of the State Scenic Highway program; promotion of underground utilities; roadside rests and landscaping; amenities and human factors in highway and freeway planning--together these comprise the program of the CRC, and on each one of these items we are constantly at work. The AIM of this composite program: BEAUTY IN OUR HIGHWAYS AND IN THEIR CORRIDORS.

ACCOMPLISHMENTS

TARGET DATES SELDOM APPLY to our accomplishments, for our program is gradual and ongoing. Judging, however, by the speeding up of progress during the past five years, we believe the following will be accomplished between now and the end of 1974; GOOD SIGN CONTROL IN MOST CALIFORNIA CITIES; NO BILLBOARDS ON RURAL HIGHWAYS; COMPARABLE PROGRESS IN EACH OF THE OTHER SPECIFIC AIMS ITEMIZED ABOVE. Each of these deserves a full report, which will appear in successive Bulletins. Taking the first item first, we report here and now on ACCOMPLISHMENTS IN SIGN CONTROL DURING THE PAST 5 YEARS.

...NEW SIGN ORDINANCES DESERVING "GOOD" OR "EXCELLENT" rating have been enacted in at least 50 California cities (in addition to a score enacted earlier). Improvement in several counties' sign regulation also has occurred within this 5-year period.

...REMOVAL OF NON-CONFORMING SIGNS now at last has begun in earnest. Most ordinances allow 3 to 5 years for amortization; hence the actual removal only recently begins to be apparent. Under zoning enforcement of 4 counties - MARIN, MONTEREY, SANTA BARBARA AND VENTURA - a total of approximately 600 signs have been removed. (Our records of total removals in cities are too incomplete to be quoted at this time.) THE BILLBOARDS SHOWN BELOW ARE GONE. THEIR REMOVAL MARKS A PROCESS NOW CONTINUING.



...COURT DECISIONS have been strengthening consistently the legal foundation on which sign control legislation stands.

...RURAL BILLBOARDS ARE ON THEIR WAY OUT. (The photograph on Page 1 is an illustration.) Sensing this trend, major billboard companies have sold their rural business to smaller local operators, who now admittedly realize the uncertainty of their investment.

...A BILL IN THE LEGISLATURE to extend the areas open to rural outdoor advertising under state law was dropped without even coming to hearing.

...THE TOTAL NUMBER OF BILLBOARDS in California, counting both rural and urban, IS DECREASING STEADILY. (Proof is in permit records.)

...MORE ADEQUATE MOTORIST INFORMATION officially posted is in the works. Information sites will come next - within a few years, we believe. This will remove the last remaining excuse for individual roadside advertising.

HAS THE CRC HAD A HAND in bringing about this trend? Without asking for undue credit, the answer is YES. Decision-makers on all levels tell us repeatedly that the trend is due chiefly to citizen pressure, to a large extent sparked by the CRC. Planners and even city attorney and county counsel staffs turn to the CRC for legal data on sign regulation and for reference on ordinance matters which we keep on file for such purpose. This service gives constant support to the trend. So does CRC testimony in city and county hearings.

TOTAL SUCCESS DOES NOT COME ALL AT ONCE with a wave of the wand, in the complex process of sign control. It comes as a gradual process, especially in California, where all branches of the sign industry are heavily entrenched. It spreads by example from one community to the next. Well developed county and city zoning is the key, when backed by the local citizens. The CRC works to assure such backing.

ENDLESS CITIZEN PRESSURE is what it takes--AND ENDLESS PERSEVERENCE! Who has shown that perseverence? The answer is CRC. No one is more aware of this fact than the hordes of billboard lobbyists who hover about the State Capitol and the chambers of every board of supervisors and every city council. A full generation of these lobbyists has died off within our memory. We are still here - more durable than ever, exerting more and more pressure.

WITH EQUAL PERSISTENCE ON THE PART OF EACH ONE OF OUR MEMBERS, WE ARE WINNING THE BATTLE OF THE BILLBOARDS.

CRC PROBLEMS

MONEY IS OUR CHIEF PROBLEM. (Does this sound familiar?) Operative costs continue to rise, of course. This year it was necessary to raise the dues slightly, though we did our best to keep the increase down to a minimum. Many members helped (and to you many thanks!) by sending in more than the minimum dues. We will get through the current year if dues returns continue as expected, but we are not sure of being able to afford a few special much-needed expenditures.

A NEW, SMALL BROCHURE for use in obtaining new members is very much needed. Brochures used formerly to good advantage are badly outdated. A new one will be a good investment.

UPDATING OF OUR BOOKLET, "SIGNS OUT OF CONTROL", is also needed acutely. Published in 1964, "SIGNS OUT OF CONTROL" has been in demand and in use constantly ever since,

throughout the state and beyond. It has been especially in demand for the use of small planning staffs and of planning commissioners with no staffs at all. But complete revision and reprinting is called for now, in order to make it fully pertinent. After all, a great deal has happened since 1964. This is so important an instrument in our sign control work that it must be kept updated in fully effective form.

These two special printing items will need to be added to our usual bare-bones budget for operating year 1969-70. (See enclosed.)

A LARGER, LONG-TERM PROBLEM relates to CRC's administrative leadership. For two decades your present president has served on a non-paid, full-time basis, either as president or executive vice-president. Within the next few years - perhaps by 1972 - her services will need to be greatly reduced, due to changing circumstances. YET THE VOLUME OF CRC WORK CONTINUES TO INCREASE.

A COMPETENT PAID EXECUTIVE DIRECTOR SEEMS TO BE THE ANSWER, for we are unable to find a successor to conduct the work full-time as a volunteer. Where will we find the funds for the extra salary? This will not appear in next year's budget, but the problem is one that we must be facing NOW.

NO ONE SINGLE SOURCE will probably be sufficient. Several new sources of income must be found. Suggestions are welcome.

SOLUTIONS???

1. A ONE-SHOT, SHORT-TERM SOURCE, perhaps to finance our needed PRINTING PROJECTS, mentioned above:
   .....HOW ABOUT THAT $70 TAX REFUND? Couldn't you donate it to the CRC?

2. LOOKING INTO THE FUTURE:
   .....HOW ABOUT BEQUESTS IN WILLS? Some few of us have named CRC already in our wills, but this source needs to be developed much further. Developed substantially, it could GIVE ASSURANCE OF CRC WORK CONTINUING TO COMPLETION OF OUR AIMS. Will you consider this - seriously - and act upon it?

THE STATE OF THE CRC WAS NEVER BETTER. IT MUST CONTINUE - expanding, not contracting, for a great deal needs to be done before our aims are fully accomplished.

. . . . . .

RECENT ADDITIONS TO OUR REPRINT AND PUBLICATIONS LIST (please order by title)

A PROPOSED PROGRAM FOR SCENIC ROADS AND PARKWAYS; handsomely illustrated 254-page book, prepared for the President's Council on Recreation and Natural Beauty, available to us by courtesy of the Bureau of Public Roads. (No charge for book, but 35¢ requested for mailing costs.)

CONCRETE CATASTROPHES, mimeo reprint of Alan L. Otten's column, "Politics and people", WALL STREET JOURNAL, Feb. 25, 1969; discussion of harmful effects of unwisely planned freeways. (No charge, but 12¢ postage requested.)

TRANSPORTATION PLANNING AND FINANCE - THE STATE ROLE; statement of the Legislative Analyst before the Assembly Committee on Transportation and Commerce, Dec. 19, 1968. (No charge, but 6¢ postage requested.)

PROPOSED CRC BUDGET

1970

(To be considered in Annual Meeting, October, 1969)

ESTIMATED INCOME:

Dues and contributions	$18,500.00
Publication sales (non-profit)	300.00
	$18,800.00

ESTIMATED EXPENDITURES:

Salaries (1 full-time; 1 part-time)	$ 8,370.00
Rent	1,200.00
Taxes	625.00
Postage, supplies, printing, mailing	6,500.00
Equipment servicing	125.00
Photography (exhibit material)	400.00
Legislative service through PCL	500.00
Miscellaneous (telephone, telegraph, press clipping service)	600.00
	$18,320.00

NEEDED ADDITIONAL EXPENSES:

Brochure (10,000)	$ 650.00
Revised "Signs Out of Control" (5000)	1,700
	$2,350.00

CALIFORNIA ROADSIDE COUNCIL . 2636 OCEAN AVENUE . SAN FRANCISCO, 94132 . 681-6189

June 11, 1969

ALERT!

To: CRC MEMBER ORGANIZATIONS

From: CALIFORNIA ROADSIDE COUNCIL

The ultimate atrocity in outdoor advertising is working to gain a foothold in California. The Mitralux Company is promoting a system of advertising by means of an ultra-powerful projector which flashes a changing series of messages against the walls of buildings, and can also project successfully against distant hillsides and even clouds.

This assault on the motorist's sensibilities and his driving safety must be stopped in its tracks.

Permission to operate already has been granted by the Planning Commission (perhaps now also by the City Council) of Costa Mesa!

We call on you urgently to alert your own Planning Commissioners to the likelihood that they also will be approached to give such permission. You should not find it difficult to make them realize that to grant such permission would be a calamitous mistake.

Mitralux is headed by Alan Rypinski, 2314 Bayside Drive, Corona del Mar, California, 92625.

CALIFORNIA ROADSIDE COUNCIL

2636 OCEAN AVENUE SAN FRANCISCO, CALIFORNIA 94132 681-6189
If no ans. call 587-7511

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July 29, 1969

MEMORANDUM

To: CRC Marin County Members and Member Organizations

From: California Roadside Council

Subject: August 11 hearing on Corte Madera Sign Regulations

Because the proposed creation of a "freeway-oriented sign district" in Corte Madera would seriously affect the visual quality of Marin County as a whole, we call on all Marin Members to make themselves heard in a hearing on August 11, 8 P.M., Town Hall Corte Madera, before the Town Planning Commission.

The proposed amendments to the existing sound regulations which are most distressing create a "highway-oriented zone," with increased size and height of signs, which could be spaced at 100-ft.-intervals.

Though all of these would be on-premise signs, they would be exactly like standard billboards as to size and appearance. A double row -- one very 100 ft. on each side of the highway -- would give the town the appearance of the typical "billboard alley" and would downgrade the standard of Marin County highway corridors immeasurably. At present the only downgraded area of this sort is the approach to San Rafael. Surely Corte Madera doesn't want to follow the worst example in the otherwise well-ordered county. And this is a matter of countywide concern.

Do try to attend this hearing (a continued one from last month) and speak up as concerned Marin County residents who don't want the county's main thoroughfare downgraded.

For more specific information, call the Corte Madera Planning Department.

REGIONAL REPRESENTATIVES

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Butte County
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RENE GUILLOU
JAMES F. WILSON

AFFILIATED ORGANIZATIONS

Alameda Garden Club
American Assoc. of University Women, Walnut Creek Br.
American Institute of Architects, East Bay Chapt.
American Institute of Architects, Northern Calif. Chapt.
American Institute of Architects, Southern Calif. Chapt.
American Institute of Landscape Architects, Los Angeles Chapt.
American Society of Landscape Architects, No. Calif. Chapt.
American Society of Landscape Architects, So. Calif. Chapt.
Anshen & Allen, Architects
Arcata City Council
Association of Women in Architecture, So. Pasadena
Auburn Garden Club
Bel-Air Garden Club, Inc., Los Angeles
Beresford Garden Club, San Mateo
Berkeley City Club, Garden Sect.
Berkeley Garden Club
Beverly Hills Garden Club
Bixby Ranch Co., Los Angeles
Buena Park Planning Commission
California Anti-Litter League, San Francisco
California Federation of Women's Clubs
California Garden Clubs, Inc.
California Garden Clubs, Inc., Arboretum Dist.
California Garden Clubs, Inc., Bay Bridges Dist.
Calif. History & Landmarks Dept., Tuesday Afternoon Club, Burbank
Calif. Landscape Contractors Assn., Inc., S.F.-Bay Area Chapt.
Calif. Spring Blossom & Wildflower Assn., San Francisco
California State Horsemen's Assn.
Camellia Garden Club, Sacramento
City of Campbell
Carpinteria Woman's Club
Cheviot Hills Garden Club, Los Angeles
Chula Vista Garden Club, Inc.
Citizens Coordinate, San Diego
Citizens Planning Assoc. of Santa Barbara County
Civic Garden Club of San Carlos
Colfax Highway Association
Committee for Green Foothills, Palo Alto
Concord Women's Garden Club
Contemporary Club of Redlands, Beautification Committee
Contra Costa Park & Recreation Council
Council for Planning & Conservation, Beverly Hills
Council for Willows Beautiful
Cupertino I.O.O.F. Lodge No. 70
Daly City Garden Club
Del Monte Properties Company, Pebble Beach
Desert Planters of Ridgecrest
Desert Protective Council, Inc., Banning
Desomount Club, Palos Verdes Peninsula
Diablo Women's Garden Club, Alamo
Dolores Heights Improvement Club, San Francisco
Earthworms Garden Club, Berkeley
City of El Cerrito
Emigrant Trail Chapt., NSDAR, Auburn
English-Speaking Union, Calif. Br.
Escondido Planning Dept.
Eureka Planning Dept.
Fellows of San Diego Society of Natural History
Fisher & Wilde, Architects, Ventura
Garden Club of Menlo Park
Garden Club of Palo Alto
Garden Club of St. Francis Wood, San Francisco
Garden Club of Santa Barbara
Garden Study Club of the Peninsula, Burlingame
Glendale Beautiful Committee
Glendale Planning Commission
Green Thumbers Garden Club, El Monte
Grunwald, Crawford & Assoc., Hanford
Lawrence Halprin & Assoc., San Francisco
Hawaii Nani Loa, Honolulu
Hayward Planning Commission
Hillsborough Garden Club
Hillside Gardeners of Montclair, Oakland
Home Gardeners, Piedmont
Home Garden Group, Los Angeles
Indio Planning Dept.
Inglewood Culture & Beautification Committee
Inter-County Garden Club, Covina
Jones & Hom, Architects, La Jolla
La Canada Valley Beautiful, Inc.
La Casa Garden Club, Hanford
Lawrence Lackey & Associates, San Francisco
Lafayette Design Project
Laguna Beach Civic League
Lagune Beach Garden Club, Inc.
Lake Tahoe Area Council
La Mesa Garden Club
Lancaster Beautiful
Laurel Garden Club, Sherman Oaks
Lexington Hills Assoc., Los Gatos
Linesch & Reynolds, Long Beach
Little Garden Club of Pasadena
Littleriver Improvement Club, Mendocino
City of Livermore
Livingston & Blayney, San Francisco
Los Angeles Garden Club
Manteca City Planning Commission
Marina Civic Improvement & Property Owners' Assn., Inc., San Francisco
Marin Conservation League
Marin Country Club Garden Club, Novato
Marin County Planning Commission
Marin Garden Club
Marysville Planning Commission
Mendocino County Planning Commission
Mendocino Study Club
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Mission Canyon Assoc., Santa Barbara
Monrovia Garden Club
Montara-Moss Beach Improvement Assn.
Monterey Peninsula Garden Club
Monterey Peninsula Herald
City of Monterey Planning Dept.
Monterey Park Beautiful
Moreno Valley Chamber of Commerce
Morro Bay Plan. & Bldg. Dept.
National Audubon Society
Nature Conservancy, So. Calif. Chapt.
City of Norco
North Hollywood Garden Club, Inc.
Oak Knoll Garden Club, Castro Valley
Ojai Valley Garden Club, Inc.
Orange County Memorial Garden Center
Orange County Planning Department
Orinda Garden Club
Outdoor Art Club, Inc., Mill Valley
Paradise Garden Club, Inc.
Paradise Women's Improvement Club
Pasadena Beautiful Foundation
Pasadena Garden Club
Pasadena Junior League Garden Club
Peterson & Befu, ASLA, Pasadena
Piedmont Garden Club
Planning & Conservation League, San Francisco
Porter-Marquard Realty, Carmel Valley
Progressive Club of Stinson Beach
Property Owners Assn. of Cardiff, Encinitas, Leucadia
Pulliam, Zimmerman & Matthews, Los Angeles
Rain Jet Corp., Burbank
Ramberg & Lowrey, Santa Ana
Rancho Mirage Community Assoc.
Ratcliff-Slama-Cadwalader, Berkeley
Red Bluff Garden Club
Redondo Beach Planning Dept.
Regional Planning Commission, Los Angeles
River Park Garden Club, Sacramento
Riverside City Planning Department
Roseville Planning Commission
Royston, Hanamoto, Beck & Abey, San Francisco
Rural Bonny Doon Assoc., Santa Cruz
San Bernardino Valley Audubon Society
Beautification Committee, San Bruno
San Clemente Garden Club
San Diego County Planning Commission
San Diego Floral Association
San Francisco Garden Club
San Francisco Planning & Urban Renewal Assoc.
Community Development Office, City of San Leandro
San Pablo Beautification & Rehabilitation Committee
City of Santa Barbara, Planning Dept.
Planning Commission, County of Santa Barbara
Santa Barbara Plans & Planting Committee
Santa Barbara Woman's Club
County of Santa Clara Planning Dept.
Santa Cruz County Planning Commission
Santa Cruz Organization for Progress & Euthentics
Santa Rosa Garden Club
Saratoga I.O.O.F. Lodge No. 428
Sausalito Woman's Club
Schoell & Geritz, AIA, San Diego
Sedona-Oak Creek Canyon Chamber of Commerce, Sedona, Ariz.
Sierra Club
Site Engineering, Inc., San Rafael
Skyline Garden Club, Oakland
South Coast Garden Club, South Laguna
Southern California Planning Congress
City of South Lake Tahoe, Plans & Programs
Spencer, Lee & Busse, San Francisco
Stanford Conservation Group
Statewide Homeowners Assn., San Francisco
Tamalpais Conservation Club, San Francisco
The Florets, Palo Alto
The Telegraph Hill Dwellers, San Francisco
The Tillers, San Marino
Three Rivers Forum
Topanga Assoc. for a Scenic Community
Torrance Beautiful Commission
Tri Arts Civic Forum, Palm Springs
True Fellowship I.O.O.F. Lodge No. 52, Santa Clara
Tulare County Planning Commission
Tuolumne County Garden Club
Tustin Planning Dept.
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Vista Garden Club
City of Watsonville Planning Dept.
Westwood Garden Club
Whisler/Patri Assoc., San Francisco
Willits Garden Club
Wilshire Garden Club, Los Angeles
Wisconsin Dept. of Transportation
Woman's Club of Antioch—Garden Sect.
Women's Architectural League of the East Bay, Inc., Lafayette
Women's Architectural League, Santa Barbara Chapt.
Women's Civic Club of Solana Beach
Women's Club of Loomis
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